

INDIANA ARTS COMMISSION QUARTERLY BUSINESS MEETING

September 13, 2019

Southwest Indiana Chamber

318 Main Street

Evansville, IN 47708

Allen C. Platt, Chair

MINUTES

Members present: Alberta Barker, Chad Bolser, Ruth Ann Cowling, Dave Haist, Laurie McRobbie, Larry Pejeau, Allen Platt, Nancy Stewart, Anne Valentine

Members via-teleconference: Libby Chiu, Dusty Stemer

Members absent: Kathy Anderson, Micah Smith, Sherry Stark

Staff Present: Bridget Eckert, Stephanie Haines, Miah Michaelsen, Stephanie Pfendler, Deanna Poelsma, Lewis Ricci, Chapin Schnick, Paige Sharp, Anna Tragesser

Guests: Anne McKim

- 1) **Welcome and Introductions.** Indiana Arts Commission Chair Allen Platt called the meeting to order at 10:03 a.m. and noted the vibrant evening the Commission had in Evansville the evening prior and reminded those in attendance of the IAC's vision of the arts everywhere, every day, for everyone in Indiana. All in attendance introduced themselves as listed above.
- 2) **Welcome from Anne McKim, Executive Director, Arts Council of Southwestern Indiana and Regional Arts Partner for Region 10.** Mr. Ricci introduced Anne McKim, Executive Director of the Arts Council of Southwestern Indiana and thanked her for her work in coordinating the region 10 tour which consisted of grantee visits in Evansville, Jasper, New Harmony and Vincennes and a town hall where the Commission heard stories and gathered information about how arts are changing lives and communities. Anne McKim noted the Arts Council became an official regional partner in July and spoke about the Council being a partner aligned with Commission priorities that focus on advocacy and community engagement.
- 3) **Agenda and Minutes.**
 - (1) **Approval of Meeting Agenda.** Mr. Platt presented the meeting agenda and asked for any changes or additions. Hearing none he called to approve. Commissioner Nancy Stewart motioned to approve. Commissioner Ruth Ann Cowling seconded the motion. All were in favor. The motion carried.
 - (2) **Approval June 2019 Meeting Minutes.** Mr. Platt presented the June 14, 2019 meeting minutes and asked for any corrections or additions. Hearing none he called to approve the presented minutes. Commissioner Dave Haist motioned to approve. Commissioner Laurie McRobbie seconded the motion. All were in favor. The motion carried.
- 4) **Chair and Executive Committee Report.**
 - (1) **Financials.**
 - (a) **FY2019 Final.** IAC Deputy Director Miah Michaelsen presented the Fiscal Year (FY) 2019 year-end financial statement (attached) and attributed overages in lines .3 (Consultancies/Contracts/Panels) and .9 (Shared Departmental Operating Expenses) to strategizing prepayment of FY2020 expenses and reclassification of some contractors from grantees to personal services by the Auditor's Office. Of further note, the entire state appropriation was expensed. The release of the reserve and reissue of the Region 10 grant payment to the regional partner due to

fraudulent capture of grant funds were noted. Ms. Michaelson added that state processes have been secured in response to this event. Mr. Haist questioned if the surplus noted on the financial document is retained. Ms. Michaelson noted that while these federal dollars carryforward into the next fiscal year, federal and state guidelines have shorted up the amount of time federal dollars can be held and utilized. Ms. McRobbie questioned if these federal dollars are earmarked for any particular program. Ms. Michaelson noted that these funds go into a Basic State Program (BSP) account for operations and are unrestricted with no obligation to carry forward to any specific line item. She continued these funds are used primarily for operational items such as staff salaries, travel, granting, and other operational items. Mr. Platt called for a motion to approve the FY 2019 year end financials. Commissioner Anne Valentine motioned to approve. Commissioner Ruth Ann Cowling seconded the motion. All were in favor. The motion carried.

(b) **FY 2020 YTD.** Ms. Michaelson presented the FY 2020 year to date financial statement noting in the first quarter of the fiscal year we are ahead of budget with grantee contracts in process. Mr. Platt called to approve the FY 2020 year to date financial statement. Ms. Stewart motioned to approve. Ms. McRobbie seconded the motion. All were in favor. The motion carried.

(c) **Cultural Trust Activity and other investments.** Ms. Michaelson presented the Cultural Trust Financial Report year to date as of July 31, 2019 (attached) noting the fund balance of \$3,587,901.98, longer term investments and the trend in decreasing plate sales. Understanding the reasons for the decrease and implementing strategies to encourage the field to invest in the Trust will be pursued. Mr. Ricci added that the Trust has been traditionally utilized for arts education as a decision made by the Commission and not by legislation, noting it is unrestricted in purpose. He continued with the shortened window to utilize federal funds coupled with a fluctuating reserve and state appropriation the Commission may and can decide to utilize available Trust interest for purposes that help the Commission manage unforeseen challenges. It was noted the Hoffman Trust in contrast is a restricted fund, held by the Brown County Community Foundation, to be utilized for the PACE program and will be drawn from in the next two fiscal years as new sites are added. Mr. Ricci added donations by citizens are beholden to expectations to produce results. Ms. Stewart noted the education objective is certainly a selling point for the plates. It was noted plate purchaser's primary reason for their investment was for support of the arts in general and not necessarily for any one program as determined by the survey of Trust donors. Mr. Platt suggested, while sales are analyzed and messaging is recrafted, perhaps sharing out through social media with a possible hashtag such as #drivingthearts might be a great way to promote in the meantime. Promoting the plate at the Indiana Arts Homecoming was also suggested. Ms. Cowling noted sharing with our local organizations who could then share with their membership would also be beneficial. Mr. Platt noted this is an exciting opportunity to build on.

(2) **Office of the Governor.** Mr. Ricci presented commissioner terms (attached) through June of 2021 and noted the agency is working with the Office of the Governor to fill vacancies.

(3) **Advocacy FY 2020.**

(a) **Indiana Arts Homecoming.** Mr. Ricci noted the agency is endeavoring to include advocacy elements during the conference to start building grassroots momentum in the state. He continued that a session is planned with Sally Gaskill, Nancy Stewart and other advocates to be facilitated by Pam Breaux, President and CEO of the National Assembly of State Arts Agencies. He continued that, in addition, the engagement tour would help to fuel advocacy in

the state which will culminate in the 2020 IAH in Columbus, Indiana which is timed just prior to state elections.

- (b) **Cultural District Consortium.** Mr. Ricci noted initial discussions have been had with the Consortium on the parameters of being involved in this process.
 - (c) **Regional Arts Partners.** Mr. Ricci noted quarterly meetings with partners have had advocacy as a pointed topic of discussion.
 - (d) **Grantees.** Mr. Ricci noted focusing interest groups around like organizations or topics for statewide conversations will help build momentum in the state. In addition, the upcoming strategic plan will include an advocacy advisor to ensure the plan we are crafting will be sellable to decision makers and include public outcomes that advocacy efforts can get behind. Ms. Stewart noted the positives to start building advocacy two years prior to a budget session and emphasized the importance of building relationships with representatives and senators.
- (4) **Executive Director Transition Planning Group.** As the Commission prepares for Mr. Ricci's retirement, Ms. Stewart noted Commissioners Anderson, Barker and Platt, along with herself, will be guiding the transition by first reviewing the job description to specify what the Commission is seeking in a new Executive Director.

4) **Executive Director Report.**

- (1) **Staffing update.** It was noted Bridget Eckert has transitioned from Communications and Community Engagement Manager to Marketing and Communications Director. The agency is in the process of filling Ms. Eckert's former position with great response from 142 applicants. Ms. Michaelsen thanked Anne Valentine and Micah Smith for getting the word out through their networks which has resulted in a great group of diverse candidates.

(2) **Technical Assistance/Capacity Building Updates.**

(a) **Indiana Arts Homecoming.**

- (i) **2019, Indianapolis, update.** Ms. Michaelsen noted marketing emails have been going out to conference registrants and the field, promoting the October 24 – 25, 2019 event focused on Inclusion, Diversity, Equity and Access (IDEA). She noted the preconference with Time Slips which provides training to artists in memory care and keynote by founder Anne Bastings and presentation and performance by Antoine Hunter, a deaf dancer, and his company. Thanks were given to the Community Foundation of Monroe County through their Hoosier Upland Initiative to provide scholarships for recipients from their region. It was further noted that scholarships are being processed and registration is up to about 200 attendees. Ms. Michaelsen continued that the agency opted for a deliberate strategy for a standalone website to provide richer content for the event and contracted with Devon Ginn from Madame Walker Theatre to develop immersive ancillary activities. Deputy Director of Programs, Paige Sharp, discussed scholarships which prioritized a broad range of diversity (racial, ethnic, rural, etc.) amongst candidates. Scholarships for individuals who participated in the 2019 On Ramp cohort and Instagrants competitors will also be provided. Mr. Ricci noted Commissioner Kathy Anderson was doing work to secure one more sponsorship for the event which is pending. It was further noted that the INverse Poetry Archive opening will take place Wed. October 23rd, which has been coordinated by current Poet Laureate Adrian Matejka and the Indiana State Library in partnership with Indiana Humanities. Ms. Valentine suggested inviting the Lt. Governor in order to have representation by the current administration.
- (ii) Ms. Michaelsen continued on the capacity building work of IAC Artist and Community Services Manager, Anna Tragesser, and the use of webinars for

artist training in website building and developing an advocacy webinar with Sally Gaskill who has worked in advocacy for many years and most recently presented to the Cultural District consortium. Of further note, programs staff has been working with state partners such as the Indiana Humanities Council and Office of Community and Rural Affairs (OCRA) to identify areas in the state where there is overlap of underserved areas for each agency.

(iii) **2020 with Governor's Arts Awards (GAA), planning.** Mr. Ricci

Reported on planning for the Columbus event which is set for October 15 – 16, 2020. Commissioner Sherry Stark is developing the local GAA planning committee and the event steering committee will be forthcoming with the hope of having commissioner representation. It was noted because it is an election year the agency will be pursuing coordinating a candidate forum.

(3) National Partnerships and Advocacy.

- (a) **Arts Midwest – Conference, Minneapolis.** Mr. Ricci reported on the conference noting David Faher's retirement and introduction of new Arts Midwest President and CEO, Torrie Allen. Mr. Ricci continued on the potential to develop programs with Arts Midwest based on the needs of the State.
- (b) **NEA.** Mr. Ricci noted Mary Anne Carter was recently confirmed by congress as new Chair of the National Endowment for the Arts.
- (c) **NASAA.** Ms. Stewart noted information sent out by the National Assembly of State Arts Agency regarding Alaska's arts funding which showed grassroots advocates helped to reestablish funding.

5) Committee Reports.

(1) Programs, Grants and Services Committee, Ruth Ann Cowling, Chair.

- (a) **Arts Midwest Special Performance Fund.** Ms. Sharp reported on the Rural Indiana Performance Fund which is in partnership with Arts Midwest who helped the agency develop the application and guidelines to support rural communities and provide an entry point to build relationships in those areas. It was noted the funding provided by Arts Midwest provides up to \$3K with no match requirement. The application deadline was noted as October 31, 2019.
- (b) **OCRA Partnership.** Ms. Sharp reported the agency is partnering with the Office of Community and Rural Affairs (OCRA) on their Quick Impact Placebased Grants Program (QULP) which is a placemaking opportunity with main streets across the state. The grant application will open in January of 2020.
- (c) **Cultural Districts.** Ms. Tragesser reported the Cultural District (CD) consortium met at a retreat in Hamilton County to coordinate efforts and further noted their motivation and commitment to advocacy work and that they are looking to the Commission for leadership on how to fulfill that work. She continued on the Districts as thought leaders who are putting arts into community development. Ms. Tragesser continued on steps the Commission will take to focus the intentionality of the program on communities who are not ready for Cultural District designation. An enhanced letter of intent process will help to identify these budding communities to align our resources and support their movement on the Cultural District pathway. Ms. Cowling responded positively to this strategy since perhaps the program has already included those communities who are ready for district designation.
- (d) **On-Ramp.** Ms. Tragesser presented the On Ramp 2020 guidelines for Commission approval noting this will be for the intensive 3 day entrepreneurship accelerator training that will take place in Lafayette in May of 2020. She noted the only changes from the previous guidelines are dates and locations and noted selection priorities. Ms. Stewart question how many have gone through the program since its inception. Ms. Tragesser noted the

program has been through two cohorts of 35 each with a total of approximately 70 having gone through the program. Ms. Cowling called to approve the On Ramp 2020 guidelines. Mr. Haist motioned to approve. Ms. Valentine seconded the motion. All were in favor. The motion carried.

(e) **Individual Advancement Program.** Ms. Tragesser presented the Individual Advancement Program Guidelines for FY 2021 noting this cycle will focus on visual arts whereas every other cycle focuses on performing and literary arts. She noted no changes in the guidelines from the previous year outside of deadline dates and disciplines. Ms. Cowling called to approve the Individual Advancement Program FY 2021 Guidelines. Ms. Valentine motioned to approve. Ms. Stewart seconded the motion. All were in favor. The motion carried.

(f) **Poet Laureate.** Ms. Haines noted current Poet Laureate Adrian Matejka's term will end December 31, 2019. The Poet Laureate selection committee consists of 7 members from institutions of higher learning who will vet nominations beginning in October with a final decision announced January 1, 2020. It was noted the Commission by state statute facilitates the selection process and funds the program but the Commission takes no action on the state Poet Laureate since the legislation gives the Poet Laureate Committee the power to choose.

(g) **Poetry Archive.** Ms. Haines noted the INverse project, as discussed earlier in the meeting, has been spearheaded by Poet Laureate Adrian Matejka and will live through the Indiana State Library (ISL). Part of the process for the archive is that submissions will be reviewed annually through a committee composed of the IAC Executive Director, current Poet Laureate and ISL.

(2) Committee on the Future, Nancy Stewart, Chair.

(a) Strategic Plan

(i) **Progress to date.** Ms. Michaelson presented the current strategic plan progress report (attached) noting the agency continues to focus on the centrality of the arts and community impact. Ms. Stewart asked the Commission to take note of all the accomplishments listed on the progress report.

(ii) **Outcomes/Evaluation.** Ms. Sharp reported on the progress of Metris Arts Consultants evaluation assessment of the data and research evaluation questions. She noted Metris is traveling to Indianapolis to meet with staff on the first iteration of their evaluation.

(iii) **First look at upcoming 2022-2026 Strategic Plan.** Mr. Ricci presented a document outlining the timeline and work plan for the 2022 – 2026 strategic plan (attached) and noted the upcoming year will focus on gathering information through community tours and work with pre-planning consultants. It was noted the I.U. Public Policy Institute and Ball State University; IU SPEA; and the IU SPEA Institute for Cultural Policy will be collecting survey information from communities, organizations and artists respectively. Identifying leadership for the next planning process will include a consultant to oversee the entire project, an inclusion specialist to underscore our IDEA work to ensure all sectors are represented in our information, and an advocacy advisor. It was noted Commissioner Chad Bolser has agreed to chair the steering committee. Mr. Ricci continued that because the plan will be concurrent with a change in IAC leadership, commissioner involvement in articulation of the plan will be appropriate and necessary, noting the previous plan was articulated mainly by staff. Commissioner involvement in strategizing the spectrum of voices included on the steering committee will also be important. Mr. Ricci noted that

allowing time for new leadership and possibly a new administration to weigh in on the plan is integral. Mr. Bolser noted that town hall gatherings in each region are important for information gathering and to recognize commonalities and differences. Mr. Bolser continued that because each region gathering may not be as well received as it has been in Region 10, this could certainly be where commissioners can immediately assist. Mr. Platt continued on the common themes of IDEA that kept coming up during the town hall. He challenged the Commission to ask if we met that type of group last night. Discussion followed on the need to include and understand those voices at the front end of this work and where commissioners might help in their regions to make sure diverse voices are heard through the town hall forums. Ms. Stewart cautioned while we hear all these ideas and want to do everything, understanding staff time and burn out is important in maintaining the current staff. Mr. Platt concurred noting being mindful of the breadth and depth of work the IAC staff already performs is integral as we seek to add onto those workloads. Ms. Barker concurred and asked if there was a tour schedule already set. Mr. Ricci noted that the schedule will be evolving as we discuss with regional partners their interest and capacity to be involved in planning a tour of their regions. Ms. Michaelsen added that staff will debrief on the Region 10 tour to determine what did and did not work, noting each region will be different and encouraged commissioners to provide insight into their regions and how staff might strategize a visit. Mr. Ricci noted that because the Arts Council of Southwestern Indiana is the newest Partner the timing was beneficial for the Arts Council to be involved, but that might look different for each region. Ms. Barker noted she appreciated the alignment of this tour with the quarterly meeting and including commissioners.

(b) Communications Activity.

- (i) **Creative Indiana Region 10 recap.** Ms. Eckert presented the Marketing Plans report for August 2019 noting goals focused on the Indiana Town Hall and Region 10 community tour and Arts in Education week. It was further noted the Governor proclaimed this week in September officially Arts in Education week and provided a presentation on grantees who read the proclamation. Ms. Eckert continued on upcoming marketing endeavors. Of note, all state agencies have been charged with helping to promote the 2020 census and the IAC is formulating a plan to assist. In addition tracking IAH sessions and which are most popular will be a focus.

(c) 2020 Governor's Arts Awards. Discussed earlier in the meeting.

5) Regional Arts Partner (RAP) Update, Larry Pejeau, Consortium Chair. Mr. Pejeau reported on the meeting of the Partners and thanked the Reitz Museum for hosting the group. Discussion of the Partners focused on the data presentation that looks at rural and urban distribution of IAC funds. Further discussion on the yearly meeting schedule for the group resulted in keeping Partner meetings in synch with Commission quarterly meetings, noting the focus to collaborate and support regional commissioners is of great value. Regional Initiative Grant (RIG) processes and issues were further discussed as well as changes that are coming down the road for online applications and logo guidelines. Advocacy was also discussed. Ms. Cowling asked about ways Commissioners can help and connect with their regional partner. Mr. Pejeau noted differences between partner organizations and how there is no real orientation proceedings for new commissioners with partners. Mr. Platt noted that because commissioner relationships with RAPs varies, he challenged each to reach out to their Regional Partner and set a meeting to understand better the parameters of their work and how commissioners can best connect. Ms. Sharp added that commissioners may find that they can help Partners reach out and connect with legislators and community stakeholders. Mr. Platt continued that he would challenge each commissioner to reach out to their Regional Partner between now and the next quarterly meeting where a share

out can be had.

6) **Old Business/New Business.** Mr. Platt asked for any new or old business. None discussed.

(a) **Access to Grant Funding.** Mr. Ricci noted the June 2019 Quarterly Business Meeting discussion which looked at the agency's granting programs. In response, data that takes an in-depth look at rural and urban funding was presented to the Commission to continue that conversation. Mr. Ricci thanked Ms. Sharp and Ms. Poelsma for interpreting data from the online granting system.

(i) **Presentation.** Ms. Sharp presented on rural and urban funding data for the agency (presentation attached) which focused on those counties the IAC directly or indirectly funds through various programs, amounts and populations in each county. Because Indiana is predominantly rural and IAC funding is concentrated in urban areas, Ms. Sharp posed the question on whether or not Commissioners felt grant awards were distributed equitably. It was noted where direct funding diverges from indirect activities that are provided by larger Arts Organization Support (AOS) III organizations, since they are required to serve outside their home county and region. Discussion followed on specifics, namely that 78% of all counties receive direct funding with 20 counties that do not receive direct grant support. Ms. Valentine questioned if we know what organizations exist in these 20 counties to determine if direct funding is even possible. Ms. Sharp noted if there is not an arts specific organization in a county there are always organizations such as a municipality or library that could apply. She continued some choose not to apply due to the burdensome application, lack of staff or interest in receiving government funds. Mr. Ricci noted the Rural Indiana Performance Fund grant, as mentioned earlier in the meeting, provides an easier application process than the IAC can offer and thus greater potential of funding these super rural areas. Ms. Stewart noted that counties with no organizations certainly have artists who could apply for an opportunity outside of a regional grant. Ms. Sharp confirmed the data presented does include individual artist grants served through On Ramp, IAP and Arts in the Parks and Historic Sites. Ms. Sharp further noted in these counties there are organizations who have applied in the past who did not apply in following grant cycles. It was noted that even with Regional Partners who have a regional council with members embedded in very rural areas of their regions, these organizations are still hard to reach. Anne Fields Monical, Regional Arts Partner for Region 4, noted that even with their staff going directly into communities and sitting down with organizations to help them write the grant, they still will sometimes not submit the application.

- Mr. Ricci continued that the data for this discussion is framed to understand the urban and rural distribution of funding, but added the Commission will also need to take a deeper dive into counties to look at other ways funding is divided. He continued that because the IAC has had programs and strategies in place, such as the Regional Partner system, to address the rural and urban divide, it was the first place to focus data to determine if efforts are proving successful. Mr. Platt noted it is not a perfect science to align population to support, but the data indicates the Commission overall is doing a good job of distribution. Ms. Valentine added that having activities in all counties is certainly a strength, and concurred with Mr. Platt noting that in addition the numbers track positively as 6% of funds go to super rural counties with 8% of the population. It was noted the reality of some super rural counties is that they do not have basic necessity services and inhabitants go outside the county itself to access

basic services, thus it follows that we cannot expect to be connected in certain counties as we are others.

- Mr. Ricci questioned what the thought was on the data that shows 75% of grant award dollars go to urban and super urban counties which represents 63% of the population. Commissioners positively responded noting the numbers track positively to indicate we are getting services to where the population is. Mr. Platt noted this also speaks to what services are in large population areas such as big AOSIII organizations and support for artists. Mr. Haist concurred the percentage is not alarming, but added the need in super rural areas is far greater than the need in urban areas where there are other resources available. Mr. Platt noted one of the challenges, as mentioned earlier in the discussion, is that some super rural and rural locations do not have a delivery mechanism in place to address the need. Ms. Stewart added we are looking at figures but we also need to understand the demographics and character of those counties that are not funded directly. Mr. Bolser noted benchmarking off of what other comparable states look like in this type of distribution would be interesting and helpful. Region 1 Arts Partner, Donna Catalano pointed out that in her region a county such as Lake County track's as urban but on closer look has super urban and super rural within one county. She continued many of those rural areas have organizations that are volunteer run with no board. She continued that in IAC granting history mini-grants were available to small organizations with small staffs which she offered may be a way of interjecting some direct support that the IAC could build on. Ms. McRobbie noted that Monroe County may be similar to Lake County in that she assumed most of the funding was distributed in the largest city of Bloomington. She questioned if the 2019 data could provide, in finer detail, where funding is distributed within the county and continued this would be valuable as it reflects a microcosm of the state and helpful in understanding where outreach would be most effective. Ms. McRobbie continued that every county has a community foundation, which is another possible point of access, if for nothing else, as a means for grant writing support. Mr. Bolser offered that the only way to connect with a super rural community is to create a network they feel connected to, noting, on their own, community foundations may find it hard to connect without that infrastructure. If the Commission would like to sway those percentages from, say, 75% to 73%, for example, it would be through connecting those folks through a regional infrastructure.

- Mr. Ricci questioned if the Commission felt there is a significant enough need to restructure those percentages through supplementing current strategies. Mr. Ricci reported back that what he is hearing from the Commission in this discussion include: possible options to bridge that gap through utilizing a regional advisory council role to address gaps in a region; building a relationship with another structural unit, such as a community foundation; or by restructuring grant criteria or implementing mini grants. Mr. Platt suggested one such strategy might be to select a super rural county to deliberately beta test to better understand how we can make inroads and then determine how that worked in a certain area. Ms. McRobbie noted if it is decided to test a county, choosing a county that has never received direct funding might be the best to target first. Ms. Stewart questioned if the commission was deciding to supplement current strategies, what the Commission thought success might look like for equitable distribution. She continued by asking if we need to indeed see any change at all? Mr. Bolser answered he did not look at the data and see

the distribution as unsuccessful because there is no direct funding in a super rural county. He continued that the percentages look pretty successful and the distribution looks reasonable. He offered, if success looks a bit finer tuned, then perhaps making inroads to those counties that have never been funded or the IAC has rarely joined up with might be key. He continued that from an advocacy standpoint, if you are going to get rural representation to be involved in advocacy then having a presence in those counties is integral. Mr. Haist in answer to Ms. Stewart's question noted success for him would be to get into the counties where we are not involved. He added, while the numbers aren't alarming, he would be more comfortable if population and funding could be closer aligned. Discussion on possible inroads were offered. Ms. Catalano noted reaching out to organizations in those counties such as Kiwanis, rotary clubs or 4H might provide inroads within the community infrastructure. Ms. Valentine offered, if success for the Commission is direct funding in every county, then a more targeted approach where the Commission determines if all 20 counties with no direct funding have a library, for instance, then a mini-grant for those libraries could be developed. Mr. Ricci continued on indirect activities provided by AOSIII organizations and noted when you get into super rural areas individual artist programs are more effective, although organizations have a greater reach with multiple programs and public participation. He noted the Commission should keep in mind the differences between effective use of funding in reaching rural counties through individual artist grants and organizational grants. Mr. Ricci asked commissioners if they would like to see, for the next meeting, some different perspectives and manageable ways to fine tune what is happening. He added that perhaps when the data is added with the previously mentioned Touring Fund some of those numbers would address those concerns. He noted additional information would be presented for where grantees actually are in the regions to get a better idea of rural and urban divides within counties.

- Discussion followed on the data and where commissioners felt the entire story may not be represented in the data. Mr. Platt asked for clarification on super urban funding. Using Marion County as an example, he questioned if because these super urban counties have larger organizations who provide services in other counties, the grant amount for that organization is calculated for Marion County only. He furthered the line of questioning by asking if the numbers might be a bit skewed because the grant is reflected in a super urban county while some services are distributed in a rural county. Mr. Ricci noted that is a bit of an unknown since that level of data is hard to get out of the information we do have. Ms. Poelsma questioned if it might be helpful to see the other counties the super urban organizations touch in outreach. Mr. Platt agreed. Ms. Valentine concurred that she felt the numbers provided in the presentation do not provide the full scope. She suggested that perhaps the data lies within a larger organization such as the Indianapolis Symphony Orchestra (ISO) who tracks, for example, patrons by zip code. Mr. Ricci noted that criteria for these organizations is that they serve a different geographic place based on connecting with communities not because people drive to their door. Ms. Valentine continued that if the ISO travels to Batesville, for example, to perform there are people who attend from outside of Batesville's county to attend the concert, which is another layer of data that we cannot see in the parameters of our system. Mr. Ricci noted the numbers we are counting in this presentation are associated with a higher

level of engagement outside the walls of the institutions outside of ticket sales. Commissioner Libby Chiu noted as the Commission discusses strategies, utilizing a common language to define access and diversity might be helpful to make sure we are on the same page. Mr. Ricci noted the rural and urban discussion is the first level of understanding geographic equity and inclusion. He continued, in future presentations we will look at other ways of dividing up our population. In Marion County, for example, there are 51 grants and understanding the diversity of the people those organizations serve will be the next level.

Mr. Ricci added that the strategies the IAC has had in place for bridging the rural and urban divide has largely been addressed in a credible way, as some Commissioners have echoed. He continued that as we start looking at what a long term strategy might look like, we might apply that to other issues of equity as well. Mr. Haist thanked the IAC staff for the information and noted when the Commission debriefs on strategies he would suggest looking hard at connecting with community foundations as organizations that know the landscape of their county. Ms. Cowling questioned if commissioners should reach out to their rural areas or if waiting until a plan is in place would be advised. Mr. Platt noted there is no reason to not reach out and start those conversations now. Mr. Ricci noted in those conversations commissioners may unearth some barriers and reporting those back would be valuable.

- 7) **Closing Comments.** Mr. Platt voiced appreciation for all the work of the Evansville Partner and all involved for coordinating and hosting the Evansville visit. He challenged each Commissioner to meet their Regional Partner and to sign up for the Indiana Arts Homecoming.
- 8) **Adjourn.** Mr. Platt called to adjourn. Mr. Bolser motioned to adjourn. Ms. Cowling seconded the motion. All were in favor. The meeting adjourned at 12:00 p.m.

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IAC Mission: To positively impact the cultural, economic and educational climate of Indiana by providing responsible leadership for and public stewardship of artistic resources for all of our State's citizens and communities.